

HP LaserJet Pro 400 M401dn/dw printers vs. Samsung ML-3312ND and ML-3712DW



**HP LaserJet Pro 400
M401dn/dw printers**

Up to 35 ppm letter⁵



**Samsung ML-3312ND
and ML-3712DW**

Up to 33/37 ppm letter⁷

HP innovation delivers significant advantages over Samsung

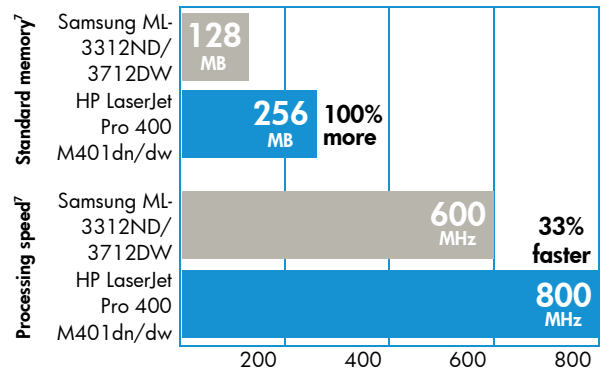
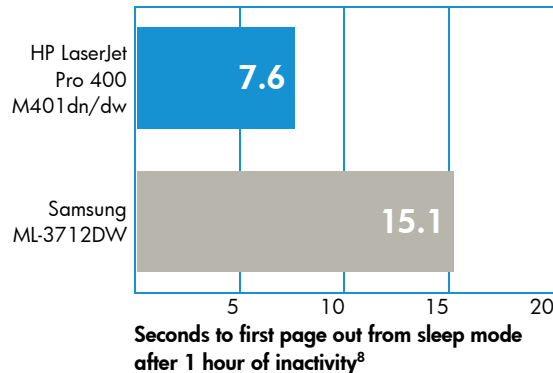
Take advantage of web-connected features—Print directly from the web using the HP printers' 3.5-inch touchscreen and HP Business Apps.¹ In addition, HP's ePrint technology offers the freedom to print virtually anytime, anywhere, using a mobile device.² HP Wireless Direct Printing on the HP M401dw enables printing from mobile devices without the need for network access.³ The Samsung printers only allow for printing of a limited selection of documents and do not feature a touchscreen or print apps.

Reduce energy use—HP's advanced, fast-heating Instant-on fuser consumes significantly less energy (and warms up faster) than Samsung's fuser.⁴ The HP printers' Auto-On/Auto-Off modes help save energy by making sure the printer is on when you need it and off when you don't.⁶

Enjoy exceptional ease of use—The HP printers feature an intuitive touchscreen control panel and picture preview from the front USB. Samsung does not feature touchscreen technology or a front-facing USB. HP's design doesn't require users to replace any parts other than the toner cartridge, while Samsung requires the user to replace a transfer roller after every 100,000 pages, a fuser unit and pickup roller after every 90,000 pages, and a retard roller after every 60,000 pages—in addition to replacing toner—to prevent print-quality problems.⁷

Boost productivity with a faster, more robust printer from HP

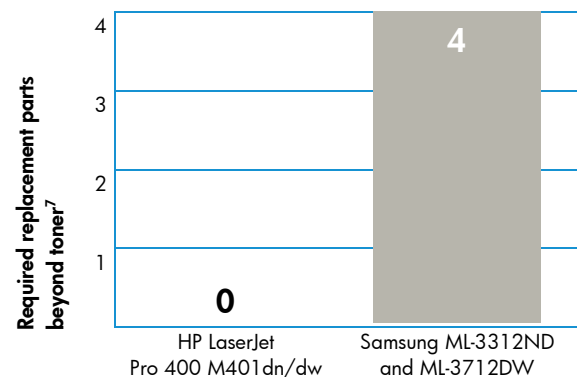
The HP printers can print up to 5 pages before the Samsung ML-3712DW even finishes warming up!⁸ Plus, the HP printers include twice the memory and a 33% faster processing speed.⁷



Enjoy user-friendly printing with HP

Compared to their Samsung counterparts, the HP LaserJet Pro 400 M401dn/dw printers deliver an exceptional user experience. Plus, the HP printers do not require any replacement parts beyond toner, while Samsung requires 4.⁷

Does the printer offer... ⁷	HP	Samsung
A solution for printing virtually any document from a mobile device? ²	✓	⊗
The ability to print from a mobile device without going through the network? ³	✓ (M401dw only)	⊗
Easy installation without a CD? ⁹	✓	⊗
A 3.5-inch touchscreen control panel with picture preview and 2-way business apps?	✓	⊗
An easy-access USB port on the front of the device?	✓	⊗



¹ Requires a wireless access point and an Internet connection to the printer. Services may require registration. Availability varies by country, language and agreements, and requires a firmware upgrade. For details, see www.hp.com/go/ePrintCenter. ² Requires an Internet connection to the printer. Feature works with any connected Internet- and email-capable device. Requires HP Web Services Account Registration. Print times may vary. Some HP LaserJets may require a firmware upgrade. For a list of supported documents and image types, see www.hp.com/go/ePrintCenter. And for additional solutions, see www.hp.com/go/mobile-printing-solutions. ³ Mobile device must be wireless-enabled. Printer must be HP ePrint-enabled. Feature may require driver or apps, available for download at www.hp.com/go/eprintcenter. ⁴ HP results based on internal testing using ENERGY STAR® Typical Electricity Consumption (TEC) methodology. Competitive data obtained from www.energystar.gov. Data based on 115V and extended to 1 year. Actual usage/rate may vary. ⁵ Measured using ISO/IEC 24734, excludes first set of test documents. For more information see www.hp.com/go/printerclaims. Exact speed varies depending on the system configuration, software application, driver, and document complexity. ⁶ HP Auto-Off capabilities subject to printer and settings. ⁷ Based on the manufacturers' published product specifications. ⁸ Based on internal HP testing. ⁹ HP Smart Install works with Windows® only.

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